

Subject: Vision Zero Los Angeles - June 2017 Newsletter
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MONTHLY NEWSLETTER

JUNE 2017

Pictures of Vision Zero Traffic Safety campaign partners (counterclockwise from top: Mayor Garcetti with CCNP from MacArthur Park , photo by Aaron Paley; Multicultural Communities for Mobility team on Hoover St; Pacoima Beautiful at Roscoe Blvd and Van Nuys Blvd)

Welcome to the Vision Zero Monthly Newsletter!

One simple vision guides everything we do at Vision Zero Los Angeles: zero traffic deaths on our streets by the year 2025.

Last year, more people died from traffic collisions than gang-related gun violence. Half of those people were killed while walking and biking. What's worse: collisions are the number one cause of death for kids in Los Angeles. Our most vulnerable populations are at risk. But together, we can raise awareness and promote smart solutions that help prevent further loss of life.

This month, we launched a [Vision Zero Media Campaign](#) to educate Angelenos on traffic safety, which is supported by eight community-based traffic safety campaigns taking place throughout the month of June. We're also working on 95 miles of street improvements that will begin to address locations with the highest rate of severe and fatal crashes in Los Angeles.

There is so much hard work to be done, and we must do it together. We hope we can count on you to get involved and help get the message of Vision Zero out to your community.

That's why we're launching this newsletter: to keep you informed and up to date on our work.

IN THIS ISSUE:

- Recap of Vision Zero events in communities across LA
 - Upcoming activities in June
 - Vision Zero Los Angeles (VZLA) in the news
 - Update on 95 miles of street improvements
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VISION ZERO IN YOUR COMMUNITY

Here's where you could find the VZLA team around town this past month:

At open houses to discuss traffic safety improvements in South LA and Southeast LA. Councilmember Marqueece Harris-Dawson is pictured with two Trust South LA organizers.

At the bus stop on Roscoe and Van Nuys, where Pacoima Beautiful and Cottonwood Urban Farms handed out free plants to people walking, promoting Vision Zero. The CA Office of Traffic Safety also visited the project!

On West Adams, where LA Mas and PESA installed a traffic safety intervention to mark where people walking & biking were killed or seriously injured along the corridor. Read our block post [here](#).

On Hoover Street in South LA, identifying traffic safety issues during a street activation with Multicultural Communities for Mobility

At MacArthur Park with CCNP, celebrating traffic safety on 6th and Alvarado with the Peatonito

On Pico, celebrating a safe Pico Boulevard 4 Everyone!, hosted by CICLE

UPCOMING EVENTS

- **Now through Saturday June 17:** A Safe Pico Blvd 4 Everyone! traffic safety campaign on *Pico Blvd at Mariposa* with Blacklist LA and CICLE.
 - **Tuesday June 13, 6PM - 8PM:** Open house to discuss planned improvements on **Fletcher Drive from San Fernando to Interstate-5**. *Location: 3150 N San Fernando Rd,*
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Los Angeles, CA 90065.

- **Wednesday June 14, 5PM - 7PM**: Public hearing to discuss planned improvements for **West Adams Blvd from Fairfax Ave to Crenshaw Blvd**. *Location: Cafe Fais Do Do, 5257 W. Adams Blvd.*
- **Wednesday June 21, 5PM - 7PM**: Public hearing to discuss planned improvements on **Hoover, Main, Avalon, Broadway, and Manchester** in South LA. *Location: the Ascot Branch Library, 120 W. Florence Ave.*
- **Monday June 19 - Saturday June 24**: Temple Street Slow Jams, celebrating safety improvements on **Temple St. between Beaudry and Virgil**. Activities will conclude in a celebration on Saturday June 24th from 10 AM - 2 PM.
- **Saturday June 17 - Sunday June 25**: Sankofa for the Shaw, celebrating traffic safety and community unity on **Crenshaw between Florence Ave. And 52nd Street**. MCM, LA County Bike Coalition, and LA Commons are hosting several events in Leimert Park Village in coordination with LA Common's Juneteenth festivities.
- **Wednesday June 21 - Sunday June 25**: Trees of Life on **N Figueroa between Avenues 50 and 60**. Join Vision Zero partners Ave 50 Studio and Los Angeles Neighborhood Initiative for a weeklong interactive art event helping neighbors imagine safer streets and sidewalks.

Visit our website (<http://visionzero.lacity.org/actions/>) to find more details about upcoming events.

VISION ZERO IN THE NEWS

- The [City Council passed a \\$9.2 billion budget](#) that included approximately \$24 million for Vision Zero. Much of the new VZLA funding will come from Measure M, the half-cent sales tax voters passed in November. Thanks to all the advocates and Vision Zero allies who called, emailed, and pushed to ensure that Vision Zero will be a citywide priority this year!
- What is a Complete Street? [An article featured on KCET by LA Mas' Abby Stone](#) explored the efforts going on throughout Southern California to make our streets more friendly for all modes, focusing on Vision Zero's efforts.
- In national media, our [Digital Memorial Tool was featured in Fast Company](#), as an example of how technology and big data can make our streets safer. The article included an interview with Levi Brooks, CEO of the design studio that helped us create the tool.

SAFER STREET IMPROVEMENTS

We're excited to share just some examples of our progress improving LA streets in the last few months. Here are just a few of the upgrades we've made:

New high-visibility crosswalks installed on 3rd St. between Vermont and Normandie.

New speed feedback signs have been installed all over the Vision Zero Priority Corridors. These signs will tell drivers their speed in real time, helping to guard against inadvertent speeding. We're also piloting a new tool, shown in the above video, which links the speed feedback sign to the traffic light ahead. When speeders are identified, they trigger the light to turn red. So travel the speed limit out there!

A new "All Red" signal phase at Thomas Starr King Middle School in Los Feliz. We changed the signal timing in front of this school to ensure children can cross the street in safety, without having to dodge turning cars.

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